MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

BMR2054 – MARKETING AND INFORMATION TECHNOLOGY

(All sections / Groups)

22 OCTOBER 2018
2:30 p.m. – 4:30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **ONE (1)** printed pages with **FOUR (4)** questions.
2. Answer **ALL QUESTIONS.** The distribution of marks for each question is given.
3. Please write all your answers in the Answer Booklet.

QUESTION 1

Exchange can be referred to the act of obtaining a valued object by offering something in return for example; exchanging downloadable content with money. Exchange may occur within the context of technological, legal, and social and cultural. Discuss the **FIVE (5)** methods for attracting customers online within the context of social and cultural.

(25 marks)

QUESTION 2

The increase usage of social media sites such as Facebook, Instagram, Twitter etc. escalated the peer-to-peer communication between company and customer which create brand relationship. Discuss the **FIVE (5)** possible levels of brand relationship intensity.

(25 marks)

QUESTION 3

In e-marketing research, if secondary data is not available it is necessary for researcher to collect primary data. Primary data collection can be enhanced by internet. Discuss the **FIVE (5)** method of collecting primary data through online.

(25 marks)

QUESTION 4

Information technology can be expensive, but once it running smoothly it can create tremendous cost efficiencies. Discuss any **FIVE (5)** factors that put upward pressure on internet pricing.

(25 marks)

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